

Appendix A: Social Media Strategy Form

(revised: 12/09/11)

Before completing this form, please review the *NPS Social Media Tools and Strategies Guide* as well as the implementation guides for each DOI-approved social media site/service, available at <http://inside.nps.gov/socialmedia>.

Park/Program: **Petrified Forest National Park**

Your Name: **Brad Traver**

Title/Position: **Superintendent**

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Your park/program social media strategy must address each of the following:

- **Purpose:** What do you hope to achieve through use of this site(s)/service(s)? How is this part of your overall communications/interpretive/civic engagement strategy?
 - **Petrified Forest National Park preserves well-known deposits of petrified wood from 200 million years ago that are readily visible to visitors. However, there are other globally significant paleontological resources and nationally significant archeological resources that the park manages that are not readily visible to visitors. We expect to use social media in a variety of ways, including, a) making people who use these media aware of our existence, b) making people in the area aware of special events, and c) making all audiences aware of our on-line content.**
- **Goals:** What specific outcomes do you expect?
 - **We expect to raise the profile of Petrified Forest, over time, such that our relevance as a world-class site for paleontological research (for example) is recognized and we are no longer considered just a site with picked over petrified logs.**
- **Audience:** Who are your target audiences? List each social media site/service you wish to use and explain why it is appropriate for this audience(s).
 - **Our audiences vary from the general interest traveler who may be planning to be in our area to the amateur paleontologist or archeologist or the historic architecture buff who is looking for in-depth information on his/her subject of passion. Eventually, we will post a variety of informational and educational materials on YouTube (and to the extent we can on Flickr) as well as our own website. Our social media interactions will meet people where they are and either invite them to learn more at the park or learn more on-line.**
- **Implementation:** Who will establish and maintain the site(s)? (Name all employees who will be authorized to post to the site or have administrative access). How frequently will you post? What type of content will you share?

- The park's social media coordinator is interpreter Hallie Larsen. Others who are authorized to post include interpreters Sarah Herve, Steve Jones, and Kip Woolford, paleontologist Bill Parker, archeologist Bill Reitze and chief of resources Patricia Thompson. On Facebook we expect to share information on upcoming visitor events, notices of availability when scholarly papers or informational videos (for example) are posted, pertinent park management information, and things like that as they are warranted. On Twitter, we might be more detailed and conversational about what's happening at the park daily.
- **Evaluation:** When and how will you evaluate the success of your site(s)? Clearly state your evaluation timeline and techniques.
 - We will continuously evaluate our efforts through the feedback we get from the people we interact with. Quarterly, the park's Social Media Committee (which includes all authorized to post, their supervisors, and the superintendent) will meet to evaluate our efforts, the feedback we've received, and make whatever adjustments are warranted.

Superintendent/Manager Approval

/s/ Bradley S. Traver

12/22/11

Signature

Date

Bradley S. Traver

Print Name